

Notice of References Cited

Application/Control No.

09/922,028

Applicant(s)/Patent Under
Reexamination
CHEUNG ET AL.

Examiner

Ella Colbert

Art Unit

3694

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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*	B	US-6,370,527	04-2002	Singhal, Amitabh Kumar	1/1
*	C	US-5,930,777	07-1999	Barber, Timothy P.	705/40
*	D	US-6,278,966	08-2001	Howard et al.	703/23
*	E	US-6,421,675	07-2002	Ryan et al.	1/1
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Yukari Iwatani; "Search engines' bidding system eliminates ads// Strategy: GoTo.com makes money by ranking search results based on which marketer pays the most"; Reuters; February 6, 1999; Pages 1-2.
	V	Sullivan, R. Lee; "Toll booths on the info highway"; Forbes; March 25, 1996; Vol. 157, Iss. 6; Pages 1-3.
	W	PR Newswire; @home Network Rich Media Study Reveals Broadband Advertising Offers More Effective Branding and Communications Channel"; March 1, 1999; Pages 1-3.
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.